

1956/57

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SIMPSON NURSERY CO.
Monticello, Florida



Growers OF THE Finest PECAN TREES *In the World!*

Simpson Trees ARE Productive Trees!



The Simpson pecan tree above is only five years old and yielded more than 50 pounds of quality nuts last year. This highly productive tree is a fine example of the thousands of quality trees grown by Simpson and supplied to satisfied pecan growers all over the country.



Close-up of the five-year-old tree pictured at left, showing the heavy productivity of this typical Simpson pecan tree. Do as thousands of satisfied growers have done—buy Simpson pecan trees—the trees with more than fifty years of growing experience behind them. Remember—Simpson trees bear earlier and heavier!

Simpson Trees Bear Early AND Heavy!



At left is C. A. Simpson, one of the pioneers in growing and producing the world's finest selected heavy bearing pecan trees. He, together with R. H. Simpson and S. C. Simpson, have more than 100 years' experience in growing the finest select pecan trees. Take advantage of their experience . . . buy Simpson trees. Improve your grove yield as much as 25 percent.

For the World's Best Pecan Trees... SIMPSON NURSERY CO., MONTICELLO, FLORIDA

SIMPSON NURSERY CO.

ESTABLISHED 1902

We can furnish all standard varieties: Stuart, Schley, Success, Moneymaker, Pabst, Fla. Giant.

Also have a fair supply this year of Desirable and Elliott.

Wholesale Pecan Tree Prices 1956-57

F. O. B. Montciello, Florida

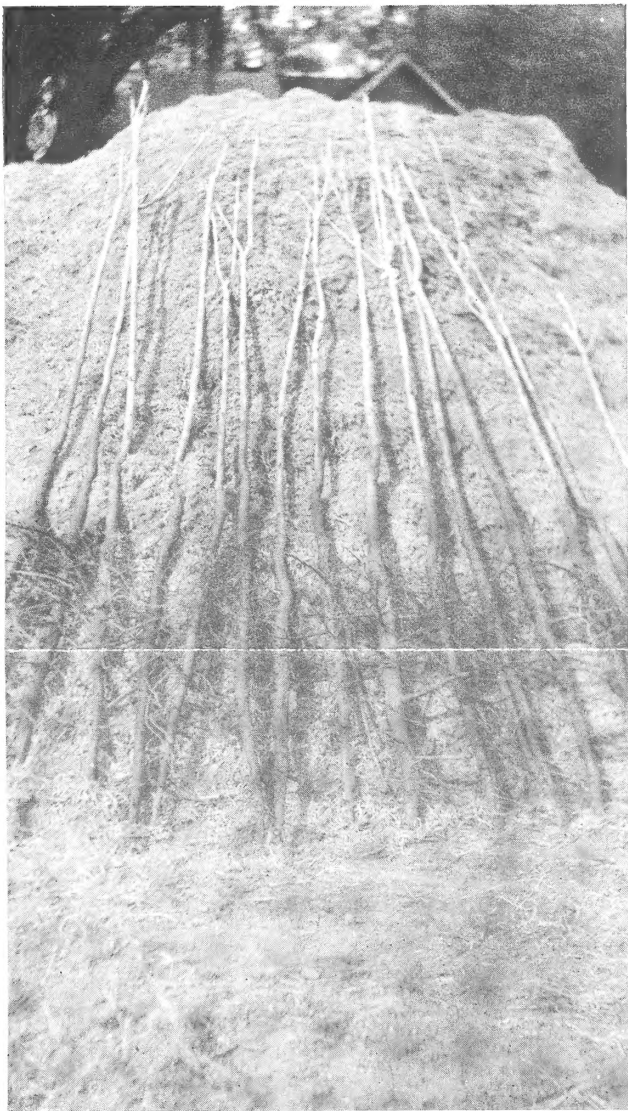
	Up to 10	11-100	1,000 & up
2/3	1.35	1.15	1.00
3/4	1.45	1.20	1.15
4/5	1.65	1.60	1.35
5/6	1.80	1.75	1.60
6/7	2.00	1.95	1.85
7/8	2.65	2.50	2.35
8/10	3.40	3.25	3.10
8/10—Extra Heavy Caliper, 3.50 each			

Our trees are all stake trained and straight

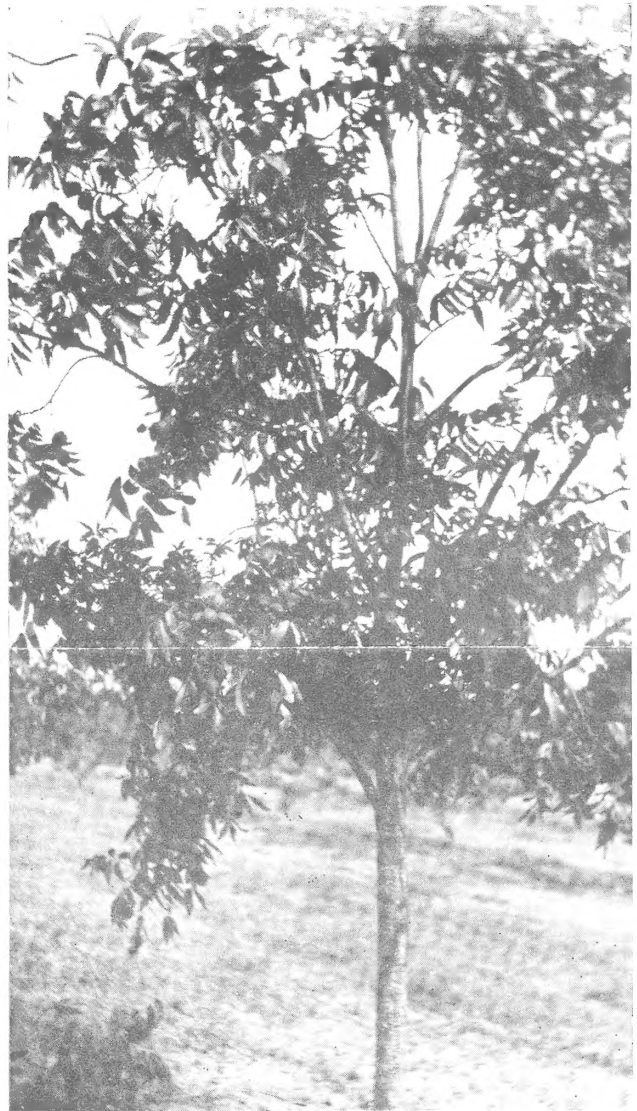
Japanese Persimmon Trees

1/2 above prices in all sizes.





The above picture graphically illustrates the straightness of Simpson trees. Every tree is stake trained and guaranteed to be uniformly straight. We are able to supply trees above 6 feet high with branches, if desired.



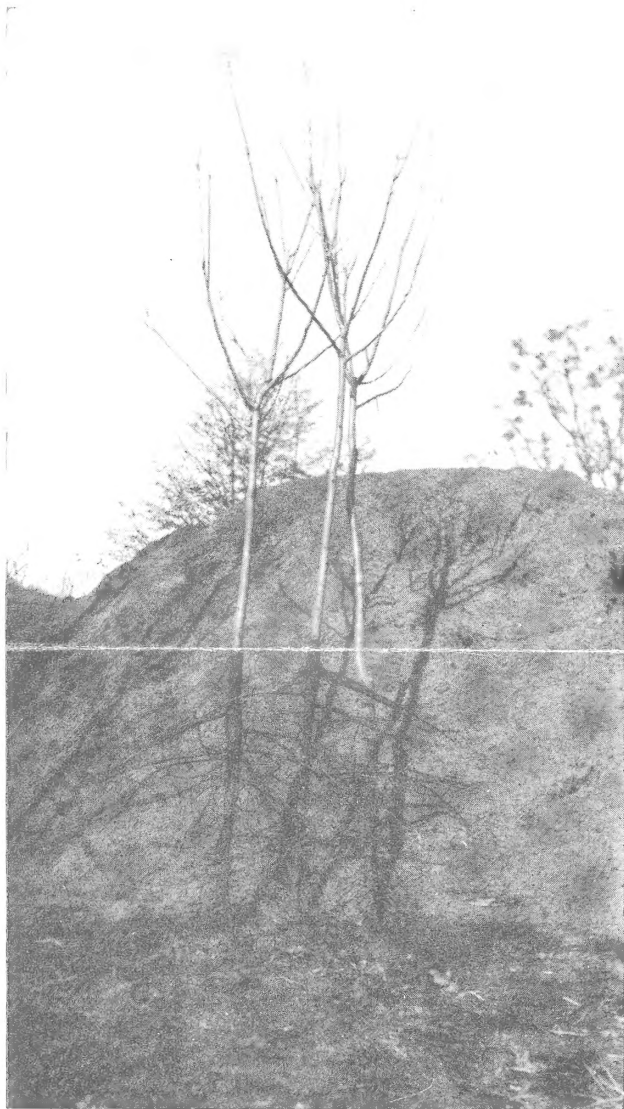
Shown above is a fine, heavy producing three-year-old Simpson tree. Simpson trees are uniform in size and will caliper most satisfactorily—your assurance of perfectly formed trees.

Member:

AMERICAN ASSOCIATION OF NURSERYMEN
SOUTHERN NURSERYMEN ASSOCIATION
SOUTHEASTERN PECAN GROWERS ASSOCIATION
AMERICAN SEED TRADE ASSOCIATION
SOUTHERN SEEDSMAN ASSOCIATION
FLORIDA SEEDMAN'S ASSOCIATION



A view of the nursery rows of one-year-old Simpson pecan trees. These healthy six-foot trees are carefully cultivated to assure you straight and uniform trees. For 50 years, Simpson Nursery Co. has specialized in propagation of trees such as these. This experience is your assurance of having, year in and year out, the heaviest yielding trees money can buy.



This view of our 8-10 ft. trees shows the fine limb and root structure, typical of Simpson pecan trees. Every grower knows that heavier roots mean better trees.



This picture illustrates the uniform size and straightness of our trees. Every Simpson tree is stake-trained from early growth to give you the straightest trees possible.

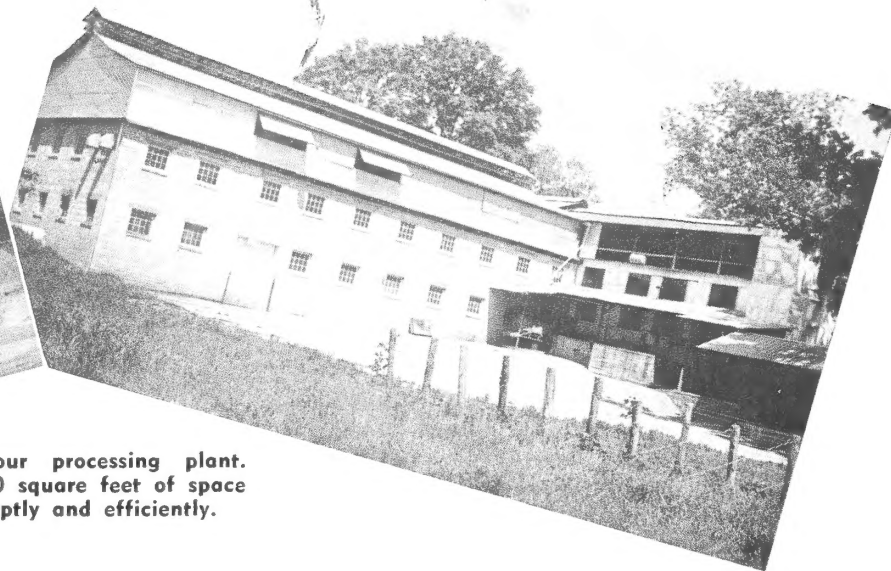
Digging: Simpson trees are carefully selected and dug individually by hand and at the time each order is received. When dug by machine, trees of all sizes in the row are removed at

the same time. This necessitates the doubtful practice of heeling-in off size trees for future delivery. Always order Simpson trees and be assured of uniform trees individually dug by hand and shipped the same day.

Trees in this section are one year from bud. The workmen shown are highly trained in the culture of pecan trees. Our most experienced employees have been with Simpson Nurseries for more than 30 years, supplying the practical knowledge which gives grove owners the finest pecan trees in the world. Many of our customers have bought our trees every year for 50 years. Simpson trees are proven trees.



The Modern Plant



Two views of our processing plant.
More than 30,000 square feet of space
to serve you promptly and efficiently.

What Growers Say About Simpson's Select Pecan Trees

Bought some trees at a lower price, but like yours best. (West Columbia, S. C.)

More than pleased with the fine grade of pecan trees. (Arlington, Texas)

Your pecan trees were perfect. (Laredo, Texas)

It is easy to sell the nice straight trees you ship me. (Edna, Texas)

These were nice trees and every one was pleased with them. (Grand Bay, Ala.)

Your pecan trees were very good; we sold out the first two days. (San Antonio, Texas)

Am very satisfied with the trees. (Houston, Texas)

Well pleased with shipment—sold out almost immediately. (San Antonio, Texas)

Very good trees. (Ridge Springs, S. C.)

Pecan trees were packed nicely and truly a specimen lot of trees. (Houston, Texas)

Pecan trees were best we have ever had. (San Antonio, Texas)

Were very pleased, both with your service and your quality trees (McAllen, Texas)

Pecan trees very nice and we were pleased with the quality and care in packing. (Friendswood, Texas)

I like the nice straight trees you ship me and also the good job of packing. (Edna, Texas)

Received the pecan trees in good condition. Am well pleased with them. They are very nice. (Belton, Texas)

Your trees were the best we ever had. They were extra good—they sold on sight. (San Antonio, Texas)

SIMPSON NURSERY COMPANY

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Monticello, Florida